

CLAIM AMENDMENTS

1. (Currently amended) A method of re-evaluating an order of a plurality of ads, placing ads on a client, the method comprising:

receiving the plurality of ads at a client, wherein each of the ads is associated with a respective placement value, and wherein at least one of the ads is associated with a respective weight value;

receiving a notification of a change of viewing context change in the client; and
in response to receiving the notification, re-evaluating the an order of the a plurality of potential display ads in response to the context change notification, to determine yield a next ad to be displayed, placed;

wherein the order is indicated by a data structure, and

wherein re-evaluating the order of the plurality of ads includes (i) re-determining the placement value associated with each of the ads, (ii) for each of the at least one of the ads associated with a respective weight value, multiplying the re-determined placement value associated with that ad by the weight value associated with that ad so as to determine a weighted placement value for that ad, and (iii) placing each ad associated with a weight value on the data structure in accordance with the weighted placement value for that ad,

receiving an ad request; and

sending the previously determined next ad to be placed in response to the received ad request.

2. (Currently amended) The method of claim 1, wherein the change of viewing context in the client ~~change~~ reflects a change in a video stream being viewed by a user of the client.

3. (Currently amended) The method of claim 2, wherein the change of viewing context in the client ~~change~~ includes a channel change.

4. (Cancelled)

5. (Currently amended) The method of claim 1,
wherein re-evaluating the ~~re-evaluation of the ordering~~ of the plurality of ads
includes re-ordering the a-heap data structure, and
wherein the data structure contains ~~containing~~ pointers to ads ~~ones~~ of the plurality
of ads.

6. (Cancelled)

7. (Original) The method of claim 1, wherein the re-evaluation of the
ordering of the plurality of ads includes evaluation of an interpreted placement rule for at
least some of the ads.

8. (Original) The method of claim 1, wherein the client is a video replay
system.

9-10. (Cancelled)

11. (Currently amended) The method of claim 1, wherein the next ad to be ~~placed~~ displayed is the ad at the top of ~~the a-heap~~ data structure after re-evaluation of the ordering of the plurality of ads.

12. (Currently amended) The method of claim 61, wherein receiving ~~the an~~-ad request includes receiving ~~the an~~-ad request asynchronously to receiving the notification of the change of viewing context in the client. ~~change~~.

13. (Currently amended) The method of claim 61, wherein sending the ~~previously~~-determined next ad to be ~~displayed~~ placed-includes sending an ad on the top of ~~the a-heap~~ data structure.

14. (Currently amended) The method of claim 61, wherein sending the ~~previously~~-determined next ad to be ~~displayed~~ placed-includes sending a next ad having a highest weighted placement value in accordance with ~~the ads a~~ placement rule and a weight rule of the ad.

15. (Currently amended) The method of claim 61, further comprising:
re-evaluating the ordering of the plurality of ads after an ad is returned in response to the ad request.

16. (Cancelled)
17. (Original) The method of claim 1, wherein the next ad to be displayed is a full-page ad.
18. (Original) The method of claim 1, wherein the next ad to be displayed is a banner ad.
19. (Currently amended) The method of claim 1, wherein the next ad to be displayed is an ad displayable ~~is to be placed~~ in a predetermined location on a display device.
20. (Original) The method of claim 1, wherein each of the plurality of ads has an associated rule set containing a placement rule and at least one local parameter value.
21. (Original) The method of claim 1, wherein at least one of the plurality of ads has an associated placement rule.
22. (Original) The method of claim 1, wherein at least one of the plurality of ads has an associated weight rule.

23. (Original) The method of claim 1, wherein at least one of the plurality of ads has an associated expiration rule.

24. (Original) The method of claim 1, wherein at least one of the plurality of ads has an associated trigger rule.

25-30. (Cancelled)

31. (Currently amended) The method of claim 61, further comprising:
at the client, entering a pause mode to pause currently viewed programming,
wherein sending the ~~previously~~-determined next ad includes sending the ~~previously~~-determined next ad when the client enters the ~~a~~-pause mode.

32. (Withdrawn) The method of claim 1, wherein sending the previously determined next ad includes sending the previously determined next ad when the client displays a program guide having an area reserved for an ad.

33. (Withdrawn) The method of claim 1, wherein sending the previously determined next ad includes sending the previously determined next ad when the client displays a zone program guide having an area reserved for an ad.

34-37. (Cancelled).

38. (Currently amended) A method of displaying an ad on a client-side machine, comprising:

storing a plurality of ads on the client-side machine, wherein each of the ads is associated with a respective placement value, and wherein at least one of the ads is associated with a respective weight value;

re-evaluating an order of the stored ads so as ~~whenever a system context change occurs~~ to determine a next ad to be displayed; and

displaying the next ad to be displayed when the client-side machine encounters an ad display opportunity,

wherein the order of the ads is indicated by a data structure, and

wherein re-evaluating the order of the ads includes: (i) re-determining the placement value associated with each of the ads, (ii) for each of the at least one of the ads associated with a respective weight value, multiplying the re-determined placement value associated with that ad by the weight value associated with that ad so as to determine a weighted placement value for that ad, and (iii) placing each ad associated with a weight value on the data structure in accordance with the weighted placement value for that ad.

39. (Currently amended) The method of claim 38, ~~[[37,]]~~ wherein the ad display opportunity occurs when a user pauses a currently viewed program, is display of a pause ad.

40. (Withdrawn) The method of claim 37, wherein the ad display opportunity is display of a programming guide.

41. (Withdrawn) The method of claim 37, wherein the ad display opportunity is display of a zone programming guide.

42. (Currently amended) An apparatus to ~~display place~~-ads stored on a client, comprising:

means for storing a plurality of ads on the client, wherein each ad of the plurality of ads is associated with a respective placement value, and wherein at least one of the ads is associated with a respective weight value;

means for receiving a notification of a change of viewing context ~~change~~-in the client;

means for re-evaluating an order of the a-plurality of potential display-ads in response to receiving the notification of the change of viewing context so as change ~~notification, to determine yield~~-a next ad to be displayed, placed;

means for receiving an ad request; and

means for sending to a display the previously-determined next ad to be displayed ~~placed~~-in response to the received ad request,

wherein the order of the plurality of ads is indicated by a data structure, and

wherein re-evaluating the order of plurality of ads includes: (i) re-determining the placement value associated with each of the ads, (ii) for each of the at least one of the ads associated with a respective weight value, multiplying the re-determined placement value associated with that ad by the weight value associated with that ad so as to determine a

weighted placement value for that ad, and (iii) placing each ad associated with a weight value on the data structure in accordance with the weighted placement value for that ad.

43. (Currently amended) The apparatus of claim 42, ~~[[41,]]~~wherein the client is a video replay system.

44. (Currently amended) An apparatus for displaying an ad on a video replay machine, comprising:

means for storing a plurality of ads on the video replay machine, wherein each of the ads is associated with a respective placement value, and wherein at least one of the ads is associated with a respective weight value;

means for re-evaluating an order of the plurality of stored ads so as ~~whenever a system context change occurs~~ to determine a next ad to be displayed; and

means for displaying the next ad to be displayed when the video replay machine encounters an ad display opportunity,

wherein the order of the plurality of ads is indicated by a data structure, and

wherein re-evaluating the order of the plurality of ads includes; (i) re-determining the placement value associated with each of the ads, (ii) for each of the at least one of the ads associated with a respective weight value, multiplying the re-determined placement value associated with that ad by the weight value associated with that ad so as to determine a weighted placement value for that ad, and (iii) placing each ad associated with a weight value on the data structure in accordance with the weighted placement value for that ad.

45. (Currently amended) The apparatus of claim 44, ~~[[43,]]~~wherein the ad display opportunity occurs when a user pauses a currently viewed program. ~~is display of a pause ad.~~

46. (Withdrawn) The apparatus of claim 43, wherein the ad display opportunity is display of a programming guide.

47. (Withdrawn) The apparatus of claim 43, wherein the ad display opportunity is display of a zone programming guide.

48. (Currently amended) The apparatus of claim 44, ~~[[43,]]~~wherein the video replay unit is a client-side machine.

49. (Currently amended) A computer program product, comprising instructions executable by a processor and stored on a computer readable medium, to effect a method comprising:

storing a plurality of ads, wherein each of the ads is associated with a respective placement value, and wherein at least one of the ads is associated with a respective weight value;

receiving a notification of a change of viewing context ~~change in a~~ the client;

in response to receiving the notification of the change in viewing context in the client, re-evaluating an order of the a-plurality of potential display ads in response to the context change notification, to determine yield a next ad to be displayed; placed;

receiving an ad request from a requesting application; and

in response to receiving the ad request, sending the previously-determined next ad to be displayed from the ad placement engine to the requesting application, placed in response to the received ad request.

wherein the order of the ads is indicated by a data structure, and

wherein re-evaluating the order of the plurality of ads includes: (i) re-determining the placement value associated with each of the ads, (ii) for each of the at least one of the ads associated with a respective weight value, multiplying the re-determined placement value associated with that ad by the weight value associated with that ad so as to determine a weighted placement value for that ad, and (iii) placing each ad associated with a weight value on the data structure in accordance with the weighted placement value for that ad.

50. (Currently amended) The computer program product of claim 49, ~~[[48,]]~~

wherein the client is a video replay system, and

wherein the computer readable medium is within the a-video replay system.

51. (Currently amended) A computer program product, comprising instructions executable by a processor and stored on a computer readable medium, to effect a method comprising:

storing a plurality of ads on a video replay unit, wherein each of the ads is associated with a respective placement value, and wherein at least one of the ads is associated with a respective weight value;

re-evaluating an order of the stored ads so as ~~whenever a system context change occurs~~ to determine a next ad to be displayed; and

displaying the next ad to be displayed when the video replay unit encounters an ad display opportunity,

wherein the order is indicated by a data structure, and

wherein re-evaluating the order of the ads includes: (i) re-determining the placement value associated with each of the ads, (ii) for each of the at least one of the ads associated with a respective weight value, multiplying the re-determined placement value associated with that ad by the weight value associated with that ad so as to determine a weighted placement value for that ad, and (iii) placing each ad associated with a weight value on the data structure in accordance with the weighted placement value for that ad.

52. (Currently amended) The computer program product of claim 51, ~~[[50,]]~~wherein the ad display opportunity occurs when a user pauses a currently viewed program, is display of a pause ad.

53. (Withdrawn) The computer program product of claim 50, wherein the ad display opportunity is display of a programming guide,

54. (Withdrawn) The computer program product of claim 50, wherein the ad display opportunity is display of a zone programming guide.

55. (New) The method of claim 1, wherein the weight value associated with at least one of one of the ads associated with a weight value is a constant weight or an increasing weight proportionate to time passed.

56. (New) The method of claim 38, wherein the weight value associated with at least one of one of the ads associated with a weight value is a constant weight or an increasing weight proportionate to time passed.

57. (New) The apparatus of claim 42, wherein the weight value associated with at least one of one of the ads associated with a weight value is a constant weight or an increasing weight proportionate to time passed.

58. (New) The apparatus of claim 44, wherein the weight value associated with at least one of one of the ads associated with a weight value is a constant weight or an increasing weight proportionate to time passed.

59. (New) The computer program product of claim 49, wherein the weight value associated with at least one of one of the ads associated with a weight value is a constant weight or an increasing weight proportionate to time passed.

60. (New) The computer program product of claim 51, wherein the weight value associated with at least one of one of the ads associated with a weight value is a constant weight or an increasing weight proportionate to time passed.

61. (New) The method of claim 1, further comprising:
receiving an ad request from a requesting application; and
in response to receiving the ad request, sending to the requesting application the determined next ad to be displayed.

62. (New) The method of claim 1, wherein the data structure is a heap data structure.

63. (New) The method of claim 38, wherein the data structure is a heap data structure.

64. (New) The apparatus of claim 42, wherein the data structure is a heap data structure.

65. (New) The apparatus of claim 44, wherein the data structure is a heap data structure.

66. (New) The computer program product of claim 49, wherein the data structure is a heap data structure.

67. (New) The computer program product of claim 51, wherein the data structure is a heap data structure.